

It's Gold



Gold



Gold all over

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“It's Gold, Gold, Gold all over.”

Says William Stanley, one of the returning Alaskan argonauts. Perhaps his opinion might be considered as rosily tinged by his \$112,000 in dust and nuggets, the fruits of only a few months' work, and the fact of his claim being reasonably safe to produce \$1,000,000 more; but not so with Captain Francis Tuttle, Commander of the U. S. revenue cutter Bear, who says: “It is gold, gold, everywhere; one can hardly credit one's senses.” Nor with Burton F. Bennett, U. S. district attorney for Alaska, who reports that “there is gold in every body of water, big or little, in our country;” nor with Captain W. E. Nye, of the steamer Santuit, who says, “The country is full of small rivers and creeks, and every river and creek is full of gold.” And Alexander McDonald, the Mackay of the Klondike, gives it as his opinion that “we have only found the edge of the pay streak, and in the next year or two the world will be dazzled with the richness of this territory.”

Fairly, there is every reason to expect that in another year, with ample supplies, men and machinery, and modern methods, the revelations of 1897 will pale before the new developments of this marvelous storehouse of treasure. Tons upon tons, yes, hundreds of tons of “gold, gold, gold, bright, shining, precious, dazzling gold,” as the Chicago Tribune has it, may confidently be expected. And we of the **Yukon**

**Hundreds
of Tons
of Gold.**

Trading, Mining and Exploration Co., Ltd., expect to have a most vivid and tangible interest in those golden tons.

It is always interesting to read of those who have reaped fortunes, and we have therefore compiled a few cases as reported from the Golden Yukon the past summer, believing that our shareholders will be glad to have at hand a record of these striking

MODERN INSTANCES.

First let us take William Stanley, as one of the earliest heard from. He brought down as the result of three months' work of himself and his son and their two partners, the comfortable sum of \$112,000, and they own four claims conservatively estimated to contain at least \$2,000,000 more, which "can be taken out with no great work," he says. He believes "there is gold in every creek in Alaska; certainly on the Klondike the claims are not spotted—one seems to be as good as another. It's gold, gold, gold all over. It's yards wide and yards deep. I say so because I have been there and have the gold to show for it."

May all of us have the same belief next year, for the same most cogent reason!

Another fortunate man is William Henry Marstens, an Englishman, who brought down \$100,000, and is safe to take \$1,000,000 more from his claim in the next three years. His case is also an instance of the curious fortunes of mining and the tremendous opportunities it

offers. The very claim from which he took \$60,000 in three months was one which he and a partner had abandoned as worthless a year before ; and from another claim which he and his partner worked fruitlessly for two weeks and finally gave away, \$275,000 has since been taken.

George Hornblower, a 21 year old boy from Indianapolis, found in the heart of a barren waste known as Boulderfield a nugget for which he received \$5,750, and took out from the claim he located there \$100,000 in four months.

A \$5,750 Lump.

One of the pleasantest of the Klondike histories is that of Clarence J. Berry and his bride, who in the spring of '96 made their wedding trip to Alaska, not knowing, as they told their friends at home, whether they would ever return. Without capital or prospects they eventually landed at the gold fields, whence fifteen months later they returned home to California, he with \$80,000 in gold dust and nuggets, she with \$8,000 that she had herself picked up. To-day the Berry mines are among the richest in the district, easily worth over a million.

A Golden Wedding Journey.

With Mr. Berry in the spring will return to the Klondike Frank Phiscator, of Michigan, another young and successful miner, who brought out \$96,000 last summer.

Another miner, Charles B. Lamb, of Los Angeles, Cal., left the Klondike early last spring to go home and be married, returning in June to receive from his partner, James McNamee, the pleasing wedding congratulation, "Lamb, there's \$37,000 up there

\$37,000 in His Cabin.

in the cabin for you, your share of what we have taken out while you were gone."

"Skiff" Mitchell, of Eureka, Cal., and his partner, Charles Dinsmore, of Auburn, Me., cleaned up \$113,000 in the wash-up last spring and are easily worth a million apiece.

No. 31 claim on Eldorado creek was offered to a dozen different men for \$115 before finding a purchaser at that price; he sold it for \$31,000, and the new owners have refused \$60,000 for a half interest.

**A Big
Chance.**

J. D. Clements, of Seneca Falls, N. Y., after three years wandering from home, got into the gold fields last season located claim 20 above Discovery took out \$1,200 in four days work, and came out with over \$40,000 for a visit East; he returns to his mine next spring.

William Alperson, of Spokane, Wash., with two other men, took out \$30,000 in 47 days, carrying the dirt over a mile to wash it; had there been water at the claim they could have taken out \$100,000 in the same time. They have also located a rich quartz property worth half a million.

**A \$500,000
Quartz Mine.**

On Sulphur Creek the gold is found in a manner unaccountable even to the old and experienced miners—lying in and on the gravel of a pebbly stream; coarse, heavy, bird-shot gold, and of the finest quality—\$18 to the ounce. At Nos. 12, 13, 14 and 15 above are Hunter & Co., who, it is reported, probably have gold enough in their 3,000 feet to pay the national debt.

**Could Pay the
National Debt.**

One year ago Alexander McDonald had not money enough to pay for a little fresh meat he had bought ; to-day he is the richest man on the Klondike, worth anywhere from two to five millions ; and half the surface of his ground has not yet been scratched. As a matter of fact, he does not know whether he is worth five millions or twenty, and it will not be known till the clean up comes, a year or two from now.

In Skookum Gulch the lay of the gold is as inexplicable as in Sulphur Creek. Nuggets have been found under boulders ; under 12 inches of moss two men picked \$800 in coarse gold in one day ; a foot below the surface two others with a rocker picked out \$585 in half a day ; and many instances are known where claims have yielded to two men from \$100 to \$800 a day. Yet thousands of people have walked over this ground in the past year, and no one suspected its richness.

On the Pelly River, near its junction with the McMillan, over 100 miles across two ranges of mountains from the Stewart, a remarkably rich placer bed has been struck. From here Mr. H. A. Boyleson writes his brother, a store-keeper at Sheep Camp, to “ drop everything and come right away ; I am dazzled with gold ; one pan turned me \$825, and I am only down ten feet.”

Early in the summer appeared a list of some of the returning miners, with the sums they brought. It was necessarily imperfect, as many kept their own counsel ; but we reproduce it here, with some later additions, as it is interesting in connection with the above :

J. J. Clements, of Los Angeles	\$175,000
Prof. T. S. Lippy, of Seattle	65,000
Wm. Stanley, of Seattle	112,000
Clarence Berry	135,000
Henry Anderson	55,000
Frank Keller, California	60,000
T. J. Kelly	33,000
Wm. Sloane, of Nanaimo	85,000
Frank Phiscater	94,000
Louis Rhodes	40,000
Anton Strander	20,000
Ben Wall, Tacoma	50,000
William Carlson, Tacoma,	50,000
John Wilkerson, Nanaimo	50,000
Sam Collej	25,000
Stewart & Hollenshead, California	45,000
Charles Myers and Partner, Ariz.	22,000
Johnny Marks	10,000
Alex Orr	10,000
Fred Price, Seattle	15,000
Tim Bell	31,000
William Hayes	35,000
Dick McNulty	20,000
Jake Halterman	14,000
Johnson & Olson	20,000
Neil McArthur	50,000
Charles Anderson	25,000
Joe Morris	15,000
Hank Peterson	12,000

Thomas Cook	\$10,000
M. S. Necross	10,000
J. Ernmerger	10,000
Con Stamatin	8,250
Albert Fox	5,100
Thomas Flack	5,000
Louis B. Rhodes	5,000
Henry Dore	50,000
Victor Lord	15,000
Albert Galbraith	15,000
James McMahan	15,000
J. O. Hestwood	5,000
F. G. H. Bowker	90,000
Joe Ladue	10,000
Jack Horne	6,000
Douglas McArthur	15,000
Bernard Anderson	14,000
Robert Krook	14,000
Fred Lendesser	13,000
J. J. Kelly	10,000
N. A. Transportation Co.	175,000
Geo. E. Starr and party	18,000
Edwin Thorp	20,000
Dick Law	100,000
J. Smith	50,000
Joe Brant	30,000
Cornelius Edwards	25,000
——— Whipple	10,000
Harry Ash	10,000

James McNamee	\$10,000
Charles Vest	600
Joe Lowe	15,000
J. S. Dinsmore	8,000
T. J. Allen	35,000
Segrin and Schroder	30,000
Charles Engle	20,000
Fritz Cloak	12,000
A Barber	10,000
Sam Matthews	5,000
George Reynolds	5,000
Hans Anderson	5,000
M. Misamore	3,000
N. A. Transportation Co.	150,000
Fifteen of Cleveland's passengers	225,000
J. Rowan	50,000
Jim Bell	45,000
Joe Goldsmith	35,000
N. W. Powers	35,000
W. W. Caldwell	30,000
Win Oler	30,000
C. K. Zilly	25,000
F. W. Cobb	25,000
W. Zahn	15,000
G. S. Lansing	15,000
A. Buckley	10,000
B. Farnham	10,000
M. R. Gowler	5,000
Passengers on South Coast	150,000

B. Wold	\$60,000
A. Harper	60,000
Mike Knatsen	5,000
A. Andrews	50,000
H. Summers	50,000
Hank Petersen	35,000
Will Hayes	35,000
F. Densmore	30,000
J. McQuenten	30,000
Charles Raymond	30,000
John Thorn	25,000
O. Rapp	20,000
W. A. Sherman	15,000
E. P. Leggett	12,000
H. Schaefer	10,000
Alaska Commercial Company	300,000
Twenty-five other passengers on Excelsior	188,000
Passengers on Humboldt	15,000
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Reported to October 1	\$4,097,600
" " Nov. 28	1,267,000
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	\$5,364,600

Late returns say that from 3 to 5 millions in dust and nuggets is mined and is now lying in Cabins awaiting shipment.



The total amount of gold produced in the Klondike last season cannot be even fairly approximated. Many of the miners did not report their earnings, some gold was lost on the P. B. Weare over two millions is undoubtedly still in the miners' cabins and as much more in the safes of the trading companies, awaiting shipment ; but whether the product has been seven or eight or a dozen millions, it must be remembered that only the crudest methods have been as yet employed for its extraction ; and we believe it a safe estimate that it will be from eight to twelve times as much in 1898.

It is certain that the modern methods which we shall adopt in working the mines will give us results far in advance of any yet secured in that section, getting out all the gold with less time and labor, and thus vastly increasing the profit by decreasing the cost ; and we are firmly convinced that the dredging of the river beds will prove a bonanza fully equalling if not far excelling the richest placer finds thus far known.

When it is remembered that as yet the discoveries have been in comparatively limited localities, while all the evidence tends to show that regions yet unexplored are likely to prove equally as rich as those now worked, the belief that Alaska is far and away the richest and greatest gold find the world has ever seen is firmly impressed upon us ; and we are confident that our capital invested there is going to return the largest dividends ever known in the history of legitimate financial business. There is ample room for the profitable employment of millions in the extension of operations already successfully under-way, with certain assurance of increased

**Yukon
Trading,
Mining &
Exp. Co.**

dividends with such extension of our capital, labor, knowledge and sagacity, make a powerful combination. The result of such a combination is what the world generally calls "luck;" but just as some one has said that genius is "an infinite capacity for taking pains," so is this "luck" more likely to be the know-how, the will and ability to work.

To make successful such an undertaking this company required just the combination above named. It needed acquaintance with the Alaskan country, what it had and what it lacked, how to get the former and supply the latter; and these requirements have been carefully considered in the selection of the men to fill its offices and superintend its work. The extended

**Invaluable
Experience.**

knowledge and unerring judgment of our President, Mr. Charles S. Hartwell, in the matter of purchasing exactly what was needed, and at the lowest possible figures, made him unmistakably

the man for this position. He had been for years in charge of the same department of the great Chicago Fair, and his experience has been **invaluable** to the company in securing the largest possible margin of profit on all merchandise, while his unvarying sagacity and acumen have been shown to the company's great advantage in all questions of policy that have come before the directors.

The long acquaintance of our Vice-President, Mr. W. T. Criswell, in Alaskan commercial affairs, has also been a valuable

**Acquaintance
In Alaska.**

reliance of the company in the selection of supplies, the best spots to locate them and the means of getting them there with the **least delay and expense.** All reports in-

dicate an immense influx into the gold fields next year, the Northern Pacific Railway alone announcing that it expects to

**They Must
Be Fed.**

take up 100,000 passengers; and it is certain that every ounce of merchandise will bring enormous prices, thus assuring the company enough profit to declare a **heavy dividend** on its capital stock, entirely regardless of its mining and transportation resources.

Our Secretary and Treasurer, the Hon. Charles A. Keeler, of Rochester, N. Y., is an eminent jurist, most favorably known

**Most
Favorably
Known.**

there for his exactness and probity, having been for many years in charge of the fiscal affairs of **large financial corporations**. His experience, ability, and important connections in this line have been of signal value to the company, in which he is largely and actively interested.

**No
Figure
Heads.**

Right here we would like to say that we consider the stability of the company greatly due to the fact that it has no figure-heads, every officer and director is not only an investor in it, but a worker also.

To Mr. F. Eugene Gladwin, its chief engineer, the company is indebted for the suggestion of its dredging operations, which bid fair to eclipse in results anything yet done in the Alaskan fields. Mr. Gladwin has had years of hard practical training in

**None
Better.**

mining, in addition to his natural ability and his scientific knowledge of the subject, is not only a cool, clear-headed, practical miner, but also an enthusiastic student of the possi-

bilities of his chosen profession, and a man of intuitively correct judgment as to the practicability of **new devices**. Few men so thoroughly qualified for his most important position could have been secured—certainly none better.

Mr. George M. Belden, our Resident Manager, though comparatively a young man, has had a wide and diversified ex-

Never

Makes a

Mistake.

perience from Colorado to Australia and South Africa, and has seen as much of actual mining operations under varying conditions as most miners of twice his age. His **knowledge of geology** is absolute, and he never makes a

mistake in estimating the value of indications. We have the most entire confidence that the results of his work in the field, not only in directing the prospectors but in the methods of working and the employment of capital in purchasing properties, will enrich the company and its shareholders even beyond anything we have ventured to hope. He has already, on his way

Minook

Millions.

to Dawson City, secured for the company claim No. 1, above Discovery, on Gulch creek, and interests in three others. No. 1 directly adjoins Discovery, from which the

locator and his partner took out 103 ounces of gold in three days, showing a richness not excelled by the best Klondike strikes. Gulch creek is a tributary of Minook, where some very rich finds have recently been made, over a million dollars in gold having been taken from this district within four or five weeks. Nuggets worth as much as \$370 have been found. Mr. Belden is clear-headed, alert, energetic and a keen buyer, and the company's affairs in the Klondike could not be in better hands.

In the matter of dredging operations, the acceptance of a directorship in our company by the **Hon. Warren B. Hooker** gives us one of the most important acquisitions to our board that could have been made. Alaska being a territory, is under the control of Congress; the privilege of **dredging the rivers** is a matter that is decided by Congress on the recommendations of the River and Harbor Committee of the House of Representatives; and of this committee Mr. Hooker is chairman.

Dredging Privileges.

Mr. Hooker is a man of wide acquaintance with affairs, and we consider it of the highest credit to the company that after a careful investigation of its plans and condition he should be willing to identify himself with it and accept the responsible position of director.

In fact, as such matters are ordinarily looked at, the company has been fortunate from the start; as we look at it, it is the wise conduct of the company from its inception, the faithful application of every man to its interests, and each man's loyal employment of all his abilities and energies to the prosecution of these interests, that have given it the **success already achieved** and that we look to for the steady increase of this success.

We believe also that the first principle of its organization, that each man should contribute his own money as well as his work, that none of its stock should be given away for any purpose or consideration whatever, is largely responsible for this success.

Fundamental Principles.

Why should not a company organized and conducted on such sound business principles succeed?

The company has recently made an additional transportation contract which gives us control of some of the finest steamers

5,000

Passengers

At Least.

on the Pacific coast, thus enabling us to carry up to the fields at least five thousand more people next season, take good care of them, and yet leave us a very large profit. We intend to give to those sailing with us the fullest information and best advice available, and to assist each man in every way possible to attain the success he desires, as well as looking after his comfort while on board. In this way we pro-

Steady

Trade

For Our

Stores.

pose and expect that every one of our passengers will **feel friendly** towards us and inclined to deal further with us, to purchase from our trading posts such supplies as he may require, and recommend others to do the same, and thus tend to establish for us a **steady trade** for our stores; and in case of any who may wish at any time to dispose of his claim or any interest therein, we believe he will naturally come to us first for such sale, and that in this way also **we shall benefit**.

About January 1st a representative of the company sails for England to arrange for the transportation of European passengers, of whom there will be many thousands, meaning many thousands of dollars additional profit for the company that were

Duties

Saved—

Money

Made.

not contemplated in its original operations. Arrangements can then be made to ship direct to the Klondike one or more cargoes of supplies, which will not be subject to Canadian **import duties**, being transferred in bond through the Alaskan territory, and thus leaving an **increased**

profit to the company when sold. These passengers and supplies will sail from England in March and April, reaching St. Michaels in ample season to meet our Yukon boats and be transferred up the river at the opening of navigation in the spring.

In other great gold strikes it has been almost an invariable rule that the first reports are wildly exaggerated, and later news cuts down the richness of the finds. But in the Klondike it has been one **continual increase**. The latest news is far ahead of the first reports in the richness and extent of the fields.

Mr. Eli J. Gage says the first boat down the Yukon next spring will bring \$15,000,000. Reports of new discoveries are received every week. Tanana, Mihnute, Koyukuk, McMillan,

Better and Better. Pelly and Minook, widely separated localities, come in a procession of glittering golden finds until it seems certain that the scientists and surveyors have made no mistake in allotting to Alaska the credit of being incomparably the greatest and the richest deposit ever known or likely to be known in the history of the world. A veritable land of gold, eclipsing in sober truth all the tales of the "Arabian Nights"—a new proof very striking and exceedingly cold—that "truth is stranger than fiction."

Gulch Creek Rich. Von Homboldt, visiting Dutch Harbor twenty years ago, predicted that the mother lode would show itself in Alaska in parallel line. General Duffield, superintendent for the United States of the demarcation work on the Alaskan boundary line, said: "The gold has been ground out of the quartz by the pres-

A Mountain of Gold.

sure of the glaciers which lie and move along the courses of the streams, exerting a tremendous pressure. This force is present to a more appreciable extent in Alaska than elsewhere, and I believe that as a consequence more placer gold will be found in that region than in any other part of the world." Prof. Debendelbeni, on whose report of the resources of Alaska Secretary Seward relied when urging the purchase of Alaska, declares that the mountain named after him is full of gold, and

\$70,000,000 From Two Creeks.

that only the particles from the mother lode are now being found. Mr. William Ogilvie, the Dominion surveyor, gives it as his opinion that there is a zone of gold lands not less than five hundred miles in length extending from Birch Creek southward; and this is in North West Territory only, not referring to the United States lands, as his reports were made only for the benefit of the Canadian government. From two creeks alone he expects \$70,000,000.

Hundreds Of Tons.

We do not know that we can sum up the probabilities better than in the words of Joaquin Miller, who, premising that he has not been sent up there to give opinions but facts, says, under date of September 4th: "Next spring we will astonish the world; gold will be shipped down from the Yukon, not only by tons but by hundreds of tons. It is all brought into town on pack trains; too much of it, and too heavy for men to pack it. Two men overtook me when I came limping back from my long, hard trip to the interim camps, and insisted on putting my pack on one of the three horses they were leading. The three

Horses
Laden
With
Gold.

horses were laden with gold. . . . So you see the gold is here and the room is here. . . . But I am not to advise. I have entered into every camp here, looked into every big claim, talked with every miner, and have set down the facts as I found them ; I leave you to form your

own conclusions, to decide, and do as you please."

Let us quote just one more paragraph from Mr. Miller : "The man who cannot conduct a healthy store or business of any sort, has little business to be engaged in mining here. A

Business
Sense
Essence of
Success.

break in the dam, a careless man on the bed-rock, a defective drain—in fact, a dozen things might easily sap the season's profits from a careless or shiftless miner in the Klondike ; for the seasons are so short and the impediments so many it takes as much good sense to run a

mining claim to good advantage as it does to conduct the Palace Hotel of San Francisco or the great Board of Trade in Chicago."

And here is just where the advantage of a company over individual effort comes in.

This company is officered by men who know the business. Its men are thoroughly experienced, picked miners. It is al-

More
Profit at
Home.

ready established in the field, and the man desiring to secure a share in the wealth of the Yukon, can, nineteen times out of twenty, get more profit with no labor or loss of time by putting his five hundred or thousand dollars in with

us and sitting comfortably at home, than to take the same amount and go into the fields on an uncertainty and endure the

hardships and risks on the chances of striking it rich for himself. There may not be so much adventure, or so much glamor of romance to it; but there is good, sound business sense in every aspect of it, and money should only be invested on business principles, not heedlessly risked in a temporary glow of enthusiasm without solid financial backing.

Less Romance But More Gold.

Who draws dividends? There were doubters when Calumet & Hecla sold at 17 cents, now \$450; when Bell Telephone sold at \$1.00, now \$250; when the famous Alaskan mine Treadwell was offered at 18c. and in four years sold at \$2,800. A single strike in the Comstock lode sent the price from \$2 up to \$1,825 a share. Belcher went from \$1.50 to \$1,570. Who made the money? Who drew the dividends? **The men who went in early.** They were made rich, and the mines paid continuously and enormously.

Doubters don't draw dividends. The man of judgment and decision does—and there never was so great an opportunity for him as the Alaskan gold fields to-day, "It's gold, gold, gold all over," says William Stanley, one of the pioneers, adding:

**It's Gold,
Gold, Gold
All Over.** "I say so because I have been there and have the gold to show for it." Hundreds of others have the same solid proof. Scientists have predicted, miners have proved, that the greatest gold field on earth is along the Yukon. Every new report adds to the incalculable wealth of this vast storehouse of gold. Eli J. Gage says the first boat down the Yukon

in 1898 will bring **Fifteen Million Dollars** in gold. Alexander McDonald, the Mackay of the Klondike, says **two hundred tons** of gold (\$100,000,000) will be taken out this winter. He is a cool, careful, conservative man. William Ogilvie, the Dominion government surveyor, says two creeks alone will yield \$70,000,000.

Who will be made rich by it? Who will draw the dividends from it? Who will get the most tremendous treasure ever unearthed? Those who go in early. The Yukon

Whom

Will It

Enrich?

Trading, Mining and Exploration Co., Ltd., was among the first in the field, its men are on the ground, have brains to explore with, experience to work with, money to buy with, and the company's shareholders will have dividends to enjoy

with in the summer of 1898 as certainly as the summer comes. To-day shares in this company—shares in the wealth of the Golden Yukon—can be bought at 50 cents.

Never was there such an opportunity to get into a company already in operation in the greatest gold fields ever discovered, in the land where they measure gold by the ton, where the poor man of to-day is the millionaire of to-morrow—and where the \$100 investment of to-day bids fair to pay \$1,000 annual income for twenty years to come.

Will It

Enrich You?

Would **you** share in this magnificent treasure? Would **you** be made rich by it?

Would **you** draw the dividends? **You can.**

You may—but to do so you **must** decide and get at it at once.

Up to and including December 15th shares in the Yukon

Trading, Mining and Exploration Co., Ltd., may be secured at 50 cents per share, par value \$1.00, full-paid and non-assessable.

Applications by mail for such a number of shares as may be desired may be made on the following form, accompanied by check or Post Office Money Order.

Send checks or Money Orders to 92 State St., Boston, Mass., made payable either to the Company, or to

T. J. TRAFFORD HUTESON,
N. E. Representative.

FORM OF APPLICATION.

TO THE YUKON TRADING, MINING & EXPLORATION CO., LTD.
92 STATE STREET,
BOSTON, MASS.

GENTLEMEN :—Enclosed please find check for \$
for shares of the Yukon Trading, Mining &
Exploration Co., Ltd.

Issue Certificate to

Name.

Address.



We have given you facts only, matters that you already are familiar with through the news dispatches from the gold fields. It is for you to weigh them, and to act as your judgment dictates.

The opportunity to do small things occurs every day; but the possibility of accomplishing great ones is offered to but few more than once. When it does come, the bright and daring man is quick to see it, and just as quick to take advantage of the situation, while the more timid, lost in a sea of doubt, hesitates, questions, consults friends, and finally, when his mind is quite made up, awakens to the realization that it is **too late**, the **Chance is passed, the opportunity of his lifetime GONE.**



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